

New Workbook for Growing a Youth-Led Garden Business



March 22, 2022

City Blossoms, in partnership with the United States Botanic Garden (USBG), announces the release of "Cultivating Young Leaders: A Workbook for Growing a Cooperative Garden Business." This innovative resource, informed by City Blossoms' Youth Entrepreneurship Cooperative (YEC) program, is complete with tools to support anyone interested in connecting high school youth with gardens and entrepreneurship skill-building.

This workbook includes in-depth insights from City Blossoms staff, who have committed more than seven years to growing the YEC program. This resource details City Blossoms' philosophy for recruiting participants, forming local partnerships, designing a safe and inviting meeting space, and launching a youth-led cooperative garden. A centerpiece of this resource is a detailed overview of Mighty Greens, a youth-led, garden-based, entrepreneurship project developed through the YEC program. The workbook also features perspectives from several generations of Mighty Greens Youth Staff and school partners. The workbook is filled with guiding questions to assist others in creating their own unique adaptation of this program.

"This resource offers an accessible model that prioritizes centering youth voices, as they are the ultimate change makers. We encourage users to be creative and adapt the components of the YEC program to meet the unique needs of their own communities. We are excited to share what we've learned and meet the growing demand for youth-led garden businesses," said Rafael Woldeab, executive director of City Blossoms.

"City Blossoms and the USBG recognize the need for equitable and community-led resources that can inform and inspire opportunities nationwide for youth-led garden-based entrepreneurship," said Saharah Moon Chapotin, executive director of the U.S. Botanic Garden. "We are proud to collaborate with them to bring this resource to life."



otions. These trade skills help to prepare people for careers in the gardening and farming industries. It also allows students like me to socialize with other
interact with the community that we are serving. Seeing a smile on someone's face makes me feel appreciated and lets me know that my service is making
said Eden Amare, Mighty Greens youth staff.

In 2021, City Blossoms engaged with over 190 high school students through their Youth Entrepreneurship Cooperative program during weekly, in-person a
City Blossoms staff hosted over 325 hours of after-school YEC programming from January 2021 through December 2021.

City Blossoms and the USBG offer this resource to serve as a jumping off point for teachers, school administrators, community-based organizations, comm
parents interested in starting their own programming. This workbook follows the co-publication of a Greenhouse Manual, developed and released by the U
the National Center for Appropriate Technology, to help educators build and use greenhouses for educational purposes.

**"Cultivating Young Leaders: A Workbook for Growing a Youth-led Cooperative Garden Business" is available for digital download at
www.cityblossoms.org/yecmanual.**

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Photos available at: https://www.dropbox.com/sh/h5ax3oe6pv9c8ze/AABblM4xUZCH077bPbi6M_7qa?dl=0

About City Blossoms

City Blossoms is a nonprofit dedicated to cultivating the well-being of our communities through creative programming in kid-driven gardens. Washington, D
where we innovate new resources, approaches, and techniques. Applying our unique brand of gardens, science, art, healthy living, and community building
neighborhoods where kids, their families, and neighbors may not otherwise have access to green spaces. www.cityblossoms.org

About the U.S. Botanic Garden

The United States Botanic Garden (USBG) is the oldest continuously operating public garden in the United States. The Garden informs visitors about the i
fundamental value and diversity of plants, as well as their aesthetic, cultural, economic, therapeutic, and ecological significance. With over a million visitors
strives to demonstrate and promote sustainable practices. The U.S. Botanic Garden is a living plant museum accredited by the American Alliance of Muse
Conservation International. www.USBG.gov

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